

MOVIE PALACE BUILT BY CHALONER OPENS ON 9TH AVE.

Boys of San Juan Hill and
"Hell's Kitchen" Can Go
In at 10c a Throw.

John Armstrong Chaloner, who in addition to other reasons, has been given much publicity because he has advocated movies for rural districts, has penetrated the wilds of Manhattan and built a movie theatre.

It's the Chaloner, and it stands at Ninth Avenue and 55th Street, a half-million-dollar red and white brick classic of architecture. In which the kids of Hell's Kitchen and San Juan Hill neighborhoods can see good pictures every afternoon at a dime a throw.

The Chaloner, which is operated by William Yost, opened last night for a special audience of the lessee's friends, and will open for the public to-night with "The Count of Monte Cristo." It seats 1,600, is decorated in mahogany and gold and would be a credit to Broadway. In addition to the pictures it intends to show and its architecture, the Chaloner also will attempt to challenge the Broadway houses with its orchestra. The members of it last night filled a goodly part of the stage.

Mr. Chaloner was not present at the opening, being down in Maryland somewhere talking about movies for the rural districts, but Senator Walker was there, and also Senator McManus, who represents the district, besides several hundred small boys and girls who pressed their noses against the glass doors and looked wistfully inside, wishing some one would take them in. But they can get in this afternoon for 10 cents.

IN NEW YORK TO-DAY.

Sigma Phi Lambda, dance, McAlpin, P. M.
Clason Point Military Academy.

dance, McAlpin, 8 P. M.
Washington Square College, N. Y. U., class of 1925, dance, Commodore, 8.30, P. M.
Arcady Country Club, dance, Pennsylvania, evening.
American Association of Textile Chemists, meeting, Pennsylvania, 8 P. M.
U. S. Daughters of 1812, lecture, Waldorf-Astoria, 11 A. M.
New England Society, dinner, Waldorf-Astoria, 7 P. M.
Bellevue Hospital Medical Society, dance, Waldorf-Astoria, 8 P. M.

National Association of Book Publishers, meeting, Waldorf-Astoria, 8 A. M.
School Nature League, flower show, P. M., 12, No. 121 East 23d Street.
Drama Comedy, review, Astor, 8 P. M.
Chi Nu Sorority, dance, Astor, 8 P. M.
American Radio Exposition, Grand Central Palace.
Disabled War Veterans of the College of the City of New York, entertainment, Palm Garden, evening.
Hobos of America and Knights of the Road, benefit ball, Tammany Hall, evening.



-XMAS
SALE OF

Men's Shoes

Formerly Priced Up To \$12.00, Now

\$7.85

Shoes of the season's newest color of tan. Imported Scotch Grain Oxfords in tan or black.

Patent colt and mat calf oxfords for street and dress wear. All at one sale price \$7.85

Brill Brothers

Broadway at 49th Street

HEARN

FOURTEENTH STREET WEST OF FIFTH AVENUE

Special Christmas Offering of Women's All Wool Felt Slippers

1.15

Pretty comfortable slippers with soft padded soles—trimmed with ribbon and silk pom-poms to match—Lavender rose and blue—all sizes.

AN ACCEPTABLE CHRISTMAS GIFT

No Mail or Phone Orders.

See Pages 6 and 23 for Other Hearn Advertising

Xmas Gifts on Credit Pay in 1923

Buy real "Gifts that Last." We allow long credit. A few dollars down and as little as \$1 a week. Transactions confidential. Immediate possession on first payment.

Reliable Credit Jewelers
Since 1896



Special \$28.50



Perfect cut, blue-white diamond, 30. Karat solid white gold mounting—\$28.50. Pay \$1 a week.



\$29.50



Large blue-white perfect cut diamond, 2. French sapphires, 18. Karat solid white gold mounting—\$29.50. Pay \$1 a week.



Wrist Watches



14-Karat solid gold, 7. Jewel, \$30. Other standard makes men's watches, \$15 up. Pay \$1 a week.

Credit Jewelry Headquarters

We have been giving credit since 1896. Every article guaranteed as represented. Buy now, pay later. Call, write or phone. Balance calls on record.

American Watch & Diamond Co.

6 Maiden Lane Fourth Floor Take Elevator Tel. Cortland 5867

503 Fifth Ave. Over Schulte's Ent. on 42d St. 1 Flight Up Tel. Vard. 3028

2 Upstairs Stores

OPEN EVENINGS UNTIL 10.

XMAS SALE

Ladies' Bracelet Watches 14-Karat Solid White Gold



JEWELLED ADJUSTED REGULATED GUARANTEED \$9.45

Our sensational sale of 14 kt. solid white gold wrist watches at only \$9.45 is continuing until Saturday Dec. 30. This is positively the lowest price at which these high grade timepieces ever have been sold. Wrist watches make most acceptable Christmas presents, and these 14 kt. solid white gold wrist watches will be appreciated just as much as though you paid \$25.00 for them. In fact, we will let you take one of these watches to your own jeweller and ask him to show you its make. If he can duplicate it for a penny less than double our price just bring it back and we will return every cent you paid. They are small size watches with attractively engraved 14 kt. solid gold cases, with the 14 kt. mark stamped in the metal to prevent misrepresentation. The case is guaranteed for a lifetime, as 14 kt. solid gold does not wear out. The movement is guaranteed, jeweled, adjusted and regulated, ready for immediate service. Each watch is fitted with a silk grosgrain ribbon, having 14 kt. solid white gold clasp. Take your choice of three shapes—feminine, elegant or rustic.

5 Tomes shape watch, in gold filled case, with same movement guaranteed to wear like solid gold for 25 years or only \$5.00.

STORE OPEN UNTIL 9 P. M.

B. GUTTER & SONS

170 NASSAU ST., N.Y. CITY

Established 1890

NEW

EDISON

PHONOGRAPH

Latest improvements. Entirely different from any other phonograph instrument. Investigate if you intend to buy an instrument.

EDISON SHOP

473 FIFTH AVE.

DIAMONDS

WEEKLY \$1 XMAS GIFTS

DIAMONDS A "YES" JEWEL! YOUR CREDIT IS GOOD! Call today and take your choice with you. No investigation. Business Confidential. Written guarantee with every purchase.

ETRO JEWELRY COMPANY 33 W. 12th St. Near Lenox Ave. 4th Fl.

Big Sale on Edison Mazda Outfits

1 light, in assorted colors, sold elsewhere for \$1.49

\$2.25. Special \$1.49

8-light fancy decorated figure outfits, \$1.49 complete.

Visit our Lighting Fixture Showrooms. Dramatic reductions in lighting fixtures, table boudoir and floor lamps and electrical appliances.

UNITED LIGHTING FIXTURE CO., Inc. 200 Bowery NEAR Houston St.

XMAS TREE

OUTFITS

Big Sale on Edison Mazda Outfits

1 light, in assorted colors, sold elsewhere for \$1.49

\$2.25. Special \$1.49

8-light fancy decorated figure outfits, \$1.49 complete.

Visit our Lighting Fixture Showrooms. Dramatic reductions in lighting fixtures, table boudoir and floor lamps and electrical appliances.

UNITED LIGHTING FIXTURE CO., Inc. 200 Bowery NEAR Houston St.

Xmas Gifts

100 Weekly

this 14-kt. high grade white gold jeweled wrist watch, guaranteed only \$2.00. Come in today and see our wonderful display of diamonds, watches and jewelry, which you can have for 10c WEEKLY. No employees' reserves. No Red Tape. OPEN EVENINGS.

METROPOLITAN JEWELERS

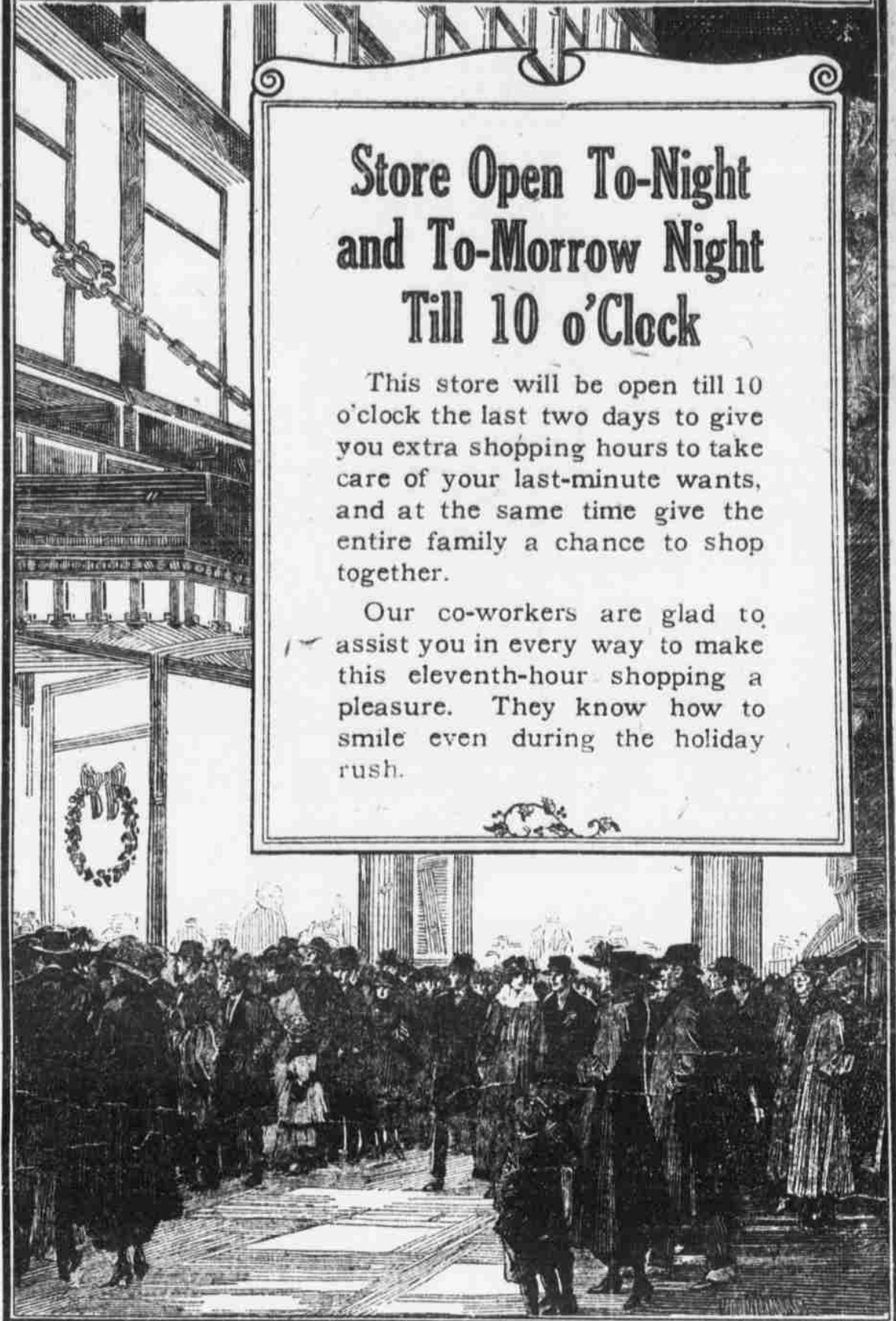
47 West 42d St., N. Y.

known for Our low Prices
Bloomingdale's
59TH TO 60TH STREET—LEXINGTON T T HIRD AVENUE

Store Open To-Night and To-Morrow Night Till 10 o'Clock

This store will be open till 10 o'clock the last two days to give you extra shopping hours to take care of your last-minute wants, and at the same time give the entire family a chance to shop together.

Our co-workers are glad to assist you in every way to make this eleventh-hour shopping a pleasure. They know how to smile even during the holiday rush.



MANUFACTURER'S SALE!

GOING OUT OF BUSINESS IN JANUARY! SACRIFICING DIRECT TO PUBLIC OUR ENTIRE \$200,000 STOCK REGARDLESS OF COST OR LOSS

MEN'S CLOTHING

TUXEDOS **ROCHESTER CLOTHES** FULL DRESS

Tailored in New York

Loft is Rented! We Must Vacate!

Every Garment Goes Without Exception or Reservation

OVERCOATS 50% OFF SUITS

Buy a sensible, practical gift with your Xmas money. Get 2 suits for the price of one. Every garment marked with plain figures! Just deduct 50% from marked prices.

MOST EXTRAORDINARY FEATURE:
TUXEDOS AND FULL DRESS SUITS

SUITS & OVERCOATS 15.00 at 50% off NOW	\$45 FULL DRESS SUITS 22.50	SUITS & OVERCOATS 29.50 at 50% off NOW
SUITS & OVERCOATS 19.50 at 50% off NOW	\$55 TUXEDOS & FULL DRESS 27.50	SUITS & OVERCOATS 32.50 at 50% off NOW
SUITS & OVERCOATS 24.50 at 50% off NOW	\$65 TUXEDOS & FULL DRESS 32.50	Several Hundred TOPCOATS 12.50 at 50% off NOW

Rochester Art Clothes are known for their quality and style which have made them nationally famous.

TAKE ELEVATOR TO 6TH FLOOR
SAMUEL BLUM
740 Broadway Corner Astor Place
TAKE ELEVATOR TO 6TH FLOOR



There's Still Time!

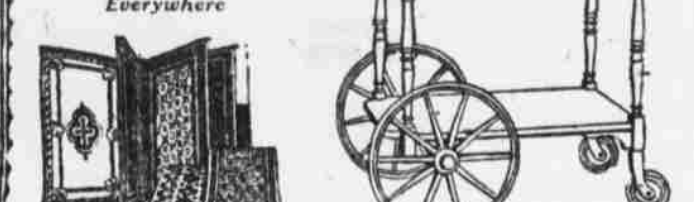
Realizing that in many cases last-minute gift buying is unavoidable, our three stores are prepared to make every effort this week to assist late comers in selections from our enormous stocks and in making timely deliveries.

Furniture is the lasting gift. Make this a Furniture Christmas!

Credit, if Desired—Generously Given

Home Furnishers Since 1854

Three Stores Convenient to Reach Motor Truck Deliveries Everywhere



Lea Wagon In Mahogany, with glass tray, \$25.98

Seamless Axminster Rugs

9x12 ft. \$39.50

8.3x10.6 ft. \$36.75

7.6x9 ft. \$30.50

Inlaid Linoleum \$1.39 \$1.59 \$1.69

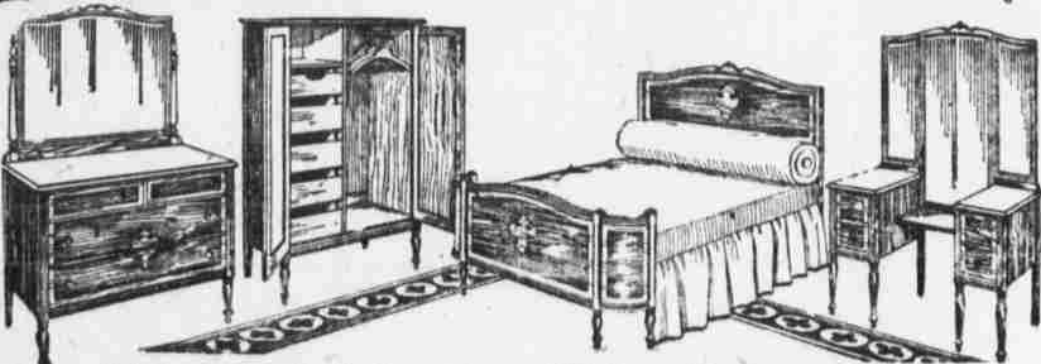
Smoking Stands In all woods and finishes, \$1.75 Up

4-Piece Period American Walnut Bedroom Suite

Consists of Chiffonade, Dresser, Vanity Toilet Table and full size Bow-End Bed. Four illustrated pieces. \$229.50

10-Piece Italian Period American Walnut Dining Room Suite

Consists of Enclosed Serving Table, All-wood China Closet, Buffet, oblong shaped Extension Table, one Arm and five Side Chairs; seats covered with tapestry. Ten illustrated pieces. \$247.50



4-Piece Period American Walnut Bedroom Suite

Consists of Chiffonade, Dresser, Vanity Toilet Table and full size Bow-End Bed. Four illustrated pieces. \$229.50

10-Piece Italian Period American Walnut Dining Room Suite

Consists of Enclosed Serving Table, All-wood China Closet, Buffet, oblong shaped Extension Table, one Arm and five Side Chairs; seats covered with tapestry. Ten illustrated pieces. \$247.50

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Down Town Store 6th AVE. Corner 15th STREET Open Saturday Evenings

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